

PTO/SB/08A (08-03)
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Substitute for form 1449A/PTO				<i>Complete if Known</i>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	09/849168
				Filing Date	05/04/01
				First Named Inventor	PHIL DELURGIO
				Group Art Unit	3623
				Examiner Name	ROBINSON, BOYCE, AKIBA
Sheet	1	of	2	Attorney Docket Number	DT.0101

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

Examiner Signature	J. Dugay	Date Considered	10/7/05
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NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			
SMD	AA	"PCT International Search Report," Application Number PCT/US02/14977, mailed May 5, 2003.			
	AB	Dan Scheraga, "You do the Math," Chain Store Age, Vol. 76, No. 7, July 2000.			
	AC	"Gymboree Enhances Price Management," Retail Systems Alert, Vol. 13, No. 6, June 2000.			
	AD	Binkley et al., "Grocery Market Pricing and the New Competitive Environment," Journal of Retailing, Vol. 74, No. 2, Summer 1998.			
	AE	"Report of Novelty Search," DTD 02-09-01, Patentec, Reference Number 7220, 02/09/2001			
✓	AF	John D. C. Little, "BRANDAID: A Marketing-Mix Model, Part 1: Structure" Operations Research, Vol. 23, No. 4, July - August 1975, pp. 628-655			

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